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57th Day 1988
Election '88

Broadcasting Jan 18

Following Campaign '88...page 43.

FCC inquires into TV broadcast of R-rated film...page 46.

Sorting out year's worth of peplemeter...page 47.

THE MAKING OF A PRESIDENT □ It is not only proliferation of news operations focusing on Campaign '88 that is setting it apart from previous presidential election years. BROADCASTING's coverage of Fifth Estate's election coverage begins with overview by chief correspondent, Leonard Zeidenberg on **PAGE 43.**

REINSCH REMEMBERS □ From FDR to LBJ, J. Leonard Reinsch has culled memories of Democratic national conventions and presidential campaigns since 1944. His experience as radio and then TV director of those events—as well as advice to planners of future conventions—are highlighted in excerpts from his new book. **PAGE 44.**

QUESTION OF INDECENCY □ FCC informs KZKC-TV Kansas City, Mo., that station's broadcast of R-rated film may have violated federal statute barring indecency. **PAGE 45.**

NAB IN HAWAII □ Association's board meets in Hawaii this week to plan Washington lobbying strategy and set priorities for new year. **PAGE 48.**

MORE FROM UPI RADIO □ UPI Radio Network's format changes include more news offerings and new

schedule for religious programming. **PAGE 79.**

BETWEEN NOW AND NATPE □ Business of syndicated television programming heats up during this critical sales season—between INTV and NATPE International conventions. **PAGE 84.**

THINK CABLE □ Headed by actress-producer, Shelley Duvall, Think Entertainment is formed to develop, produce and distribute first-run exclusive programming for cable. TCI, UA Communications, United Cable and Newhouse have ownership interests. **PAGE 86.**

'DUMB' DECISION □ At Los Angeles press tour, PBS President Bruce Christensen says noncommercial TV network will join fight to overturn must-carry decision, accusing FCC of "asinine decision" for not lobbying for exemption for PBS stations. **PAGE 88.**

MORE PRIME TIME NEWS □ CBS News begins its third hour of prime time programming with debut of *48 Hours* on Jan. 19 at 8 p.m. (NYT), hosted by CBS *Evening News* anchor, Dan Rather. **PAGE 98.**

MARKET MAN □ Broadcast securities analyst, Rich MacDonald, has seen his fortunes rise with those of Fifth Estate. **PAGE 119.**

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Broadcasting Publications Inc.

A Times Mirror Business Publication

Lawrence B. Tishoff, president.

Donald V. West, vice president.

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Founded 1931. Broadcasting-Teletesting* introduced
in 1946. Television* acquired in 1961. Cablecasting*
introduced in 1972. Reg. U.S. Patent Office. ©
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launch of Minnesota Public Radio's *Prairie Home Companion* replacement, *Good Evening* went off on schedule Jan. 9. More than 150 stations are signed up to carry first six months of show distributed by American Public Radio.

David J. Brugger, senior vice president at Corporation for Public Broadcasting, Jan. 1 became president of National Association of Public Television Stations, lobbying arm of public TV system. Eric Friesen, senior VP, programming, remains acting president of American Public Radio.

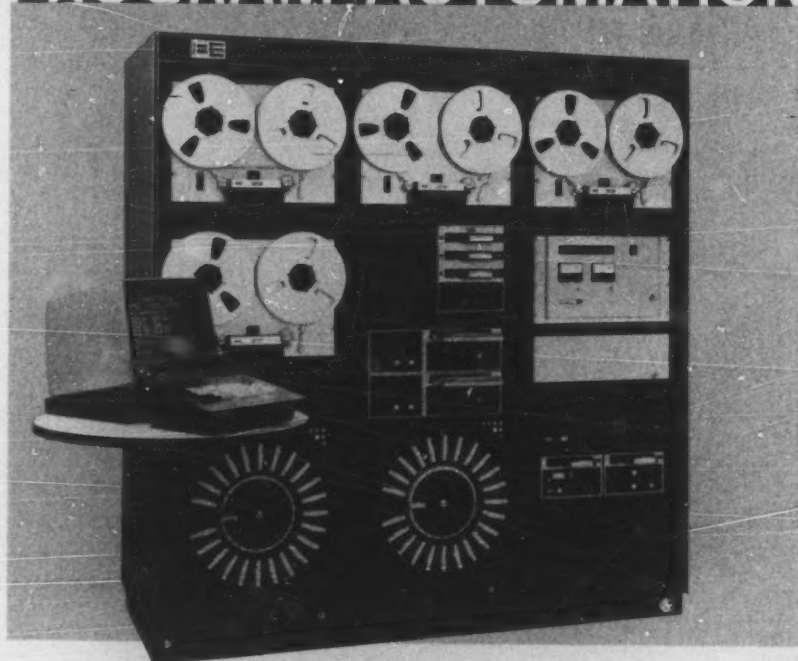
Replacement of satellite interconnection system is major item on agendas at both PBS and NPR, with current Western Union satellite space due to expire in 1991. Requests for proposals and are due Jan. 25.

Syndex. In comments to FCC, cable operators opposed, and broadcasters and program producers supported, FCC proposal to reimpose rules requiring cable systems to black out syndicated programming on distant signals if it appears on local stations. Action is expected within next few months.

Cable industry argued that FCC lacks jurisdiction to reimpose syndex, that absence of rules over past seven years has not harmed broadcasters and producers and that rules would violate cable operators' First Amendment rights.

Most broadcasters and producers contended that rules are needed to protect sanctity of their exclusive programming contracts. And, contrary to cable's claim, they say they have been hurt by cable's importation of duplicative distant signals into their markets.

PROGRAM AUTOMATION



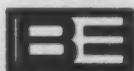
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35,700 subscribers.

Sam Attolico, general manager of a Post-Newsweek system in Sioux City (18,000 subscribers), said the system has seen only a few thousand dollars to date, from the Jackson and Dole campaigns, mostly in CNN, ESPN and CBN. Attolico said the system has taken calls from the Bush and Dukakis campaigns and he expects some pickup this week as caucus day approaches.

Many of the presidential campaigns were keeping their advertising plans and spending figures close to vest. Cathy Farrell, of Farrell Media, which is handling the media buys for Bush, would not detail the vice president's plans. A Kemp spokesman said the candidate has had ads on since November, mostly television, some radio and no cable, and will run commercials up to caucus day. A Dole spokesman said the candidate had bought radio and television in

Iowa, and no cable, with the same being true for New Hampshire. Alexander Haig is not running ads in Iowa, concentrating on New Hampshire, instead.

On the Democratic side, a Simon spokesman said the candidate has bought two, two-week flights in Iowa costing \$100,000 each. The spots ran in four or five TV markets, said press spokesman David Karl, and on CNN. He said the candidate has bought some radio and will do so again. Simon has also made one \$150,000 buy for New Hampshire, and plans others.

Babbitt has also been active in the state, running a four-commercial, \$250,000 campaign last summer, on several Des Moines and Cedar Rapids television stations (75%) and some cable systems (25%). The campaign kicks off another flight today, running through Feb. 8, that includes two com-

mercials in a \$65,000 buy. Vada Manager, a Babbitt press spokesman, said the buy includes "a small percentage on radio."

A Dukakis spokesman said the campaign has made one \$25,000 television buy and may do some radio, in addition to its cable plans. A Jackson spokesman said the candidate had no media buys planned, although several cable operators in the state report seeing some local Jackson money. The spokesman said Jackson spending would depend on the financial ability of the campaign, but that radio and cable were being looked at as lower-cost alternatives to broadcast television. A Gore spokesman said the campaign has made no media buys to date and would keep future plans close to the vest. It did not appear that there would be any media spending from the Gary Hart campaign according to broadcast and cable observers.

Changing the political advertising equation

This election year sees increased competition for candidate's dollars from independent stations and cable

The political advertising landscape will take on a new dimension in 1988 as independent TV stations and the cable industry launch aggressive marketing campaigns for a piece of the estimated \$250 million-\$300 million that politicians are expected to invest in TV advertising.

While specific estimates vary on just how much money will be spent this year on political TV ads, political advisers, media consultants and industry observers agree that the total will be up substantially from the \$153,824,000 spent in 1984 when Ronald Reagan beat Walter Mondale. That figure, provided by the Television Bureau of Advertising, included a breakdown showing \$43,652,500 for the networks and \$110,171,500 for spot ads. Like political media consultant David Garth, many now predict that political TV ad spending will total \$250 million to \$350 million.

"Money being spent on media is going up faster than the growth of the economy and inflation," said political media consultant Tom Edmonds, president of Edmonds Associates, Alexandria, Va. Multi Media Services Corp., a media placement firm founded by Edmonds, whose clients include presidential candidate Senator Robert Dole (R-Kan.), will place \$40 million in political advertising this year, 98% of it in television and radio.

One key factor affecting political TV ad spending this year is that for the first time since 1968 an incumbent president is not running for reelection. This means that more money will be spent during the primaries, likely altering past ratios of money spent for network versus national spot and local ads.

In addition to the 13 major candidates vying for the White House, there are 33 Senate seats open, along with 13 governor races (versus 36 in 1986), all of the House of

Representatives and numerous state and city offices.

"In this environment, when you have so many political candidates, there is an abundant need for them to get recognized," William Moll, president of the Television Bu-

reau of Advertising, said of the race for the White House.

While the bulk of the political TV ad sales will take place 45-60 days before the Nov. 4 election, the marketing campaigns are getting under way as some money starts to flow



Political TV ad spending in presidential election years

Year	Network	Spot	Total
1972	\$6,519,100	\$18,061,000	\$24,580,100
1976	\$7,906,500	\$42,935,700	\$50,842,200
1980	\$20,699,700	\$69,870,300	\$90,570,000
1984	\$43,652,500	\$110,171,500	\$153,824,000

Figures supplied by Television Bureau of Advertising, New York.

in for the Iowa caucus, the New Hampshire primary and Super Tuesday which involves 21 mostly Southern states. And some political media observers say there may be other changes in the way money may be spent, including national advertising by candidates before the Democratic and Republican conventions.

The Cabletelevision Advertising Bureau, in conjunction with the National Cable Television Association, sponsored a political advertising workshop on Capitol Hill last Friday (Jan. 15). At the INTV convention in Los Angeles a week earlier, a packed session on political advertising ended with a standing ovation, and the 300 political kits disappeared in a matter of minutes. Among others, Katz Independent Television developed a political ad plan for its 26 client stations, and Petry Television, which represents 90 TV stations, both affiliates and independents, has scheduled a Jan. 27 seminar for its clients in New York.

"Over all, 1988 will be a stronger year for spot television than was 1987, in particular because of the money that will be spent by political candidates and the Olympics," said Teddy Reynolds, vice president, director of research, Petry Television. According to Petry, the total spent by presidential candidates in spot television "will be determined by the amount of time it takes for someone in both parties to emerge as a solid front runner in the primaries."

Reynolds said, however, that with Olympics occurring in September, political TV ad buying could be affected in some markets where affiliates have already booked available time. The timing of the Olympics, she added, might also affect the start of the new fall seasons on other networks, another consideration for political candidates.

As she looks ahead, Reynolds believes that the "affiliates will receive the lion's share"—more than 90%—of political TV spending this year, even though independents and cable have launched unprecedented marketing campaigns.

"Cable and independent television have really come into their own in trying to market to political campaigns," said political consultant Doc Sweitzer, vice president, The Campaign Group, Philadelphia, which is buying media nationwide for Senator Albert Gore's (D-Tenn.) presidential campaign. "They are the ones that are very aggressive."

Ron Inman, vice president, director of marketing for the 172-member INTV, said that from the viewpoint of the independent stations, the biggest difference this year "is the recognition by the industry as a whole that this category is significant."

"Broadcasters have looked at political ad dollars as a pain," Inman said, because of various regulations attached to them along with other headaches including collection of the money. "It's a lot of extra work that broadcasters are not used to going through," he said. He also said that from 1976 through 1984 broadcasters "were overflowing with dollars and didn't have to work as hard." Now, however, in a more mature industry that has experienced some problems, he said

the picture is different.

INTV estimates that independent TV stations get about 25% of all spot television advertising nationwide. "Yet they get less than 5% of all political ad dollars spent on TV largely because political media buyers haven't been fully exposed to the unique advertising opportunities on independent stations," said Cathy Egan, vice president, director of Katz Independent Marketing. Egan and others also are keenly aware of another fact: At least 65% of the political television ad dollars are placed by political media buyers operating out of Washington.

"Our goal is to dramatically increase our share of these political dollars," she said. The independents aim to double their share of political spot dollars in 1988 while selling such points as their access to younger audiences and the value to politicians of using longer-length commercials. The campaign also includes a public service effort to register younger voters and encourage them to vote.

"If we doubled our share we could walk away with \$25 million," Inman said. He added that an organized, focused effort by independent stations also means that "we stand a better chance of having our voice recognized in the political process."

The cable industry, also significantly changed since 1984, views 1988 with high hopes for a piece of the political ad pie.

"A lot has happened in the last four years that has made cable a lot more viable for political candidates than it has been in the past," said Robert Alter, president of the Cabletelevision Advertising Bureau.

"We're going after those dollars more aggressively," he said. "They used to go to traditional broadcast television by default, but now the candidates are becoming more sophisticated from a media point of view and they are beginning to understand that the formulas of 1980 and 1984 won't work in 1988."

While declining to predict specific ad dollar amounts, Alter believes that cable will get a substantial number of political dollars at several levels—federal, state and local elections. Moreover, he said that several cable networks already have budgeted "substantial expectations" for political ad revenue.

In addition to offering what it calls the ability to match election districts to cable systems and to tailor political messages to specific constituencies on various cable networks, cable is selling itself as "the growing force in political communications" with statistics showing that cable subscribers are 24% more likely to vote than noncable viewers and 30% more likely to have engaged in political fund-raising activities than noncable subscribers.

And political observers say that as measurements for peplemeters improve on the local level, cable will have an even greater selling tool.

As one cable industry observer summed it up: "It's the first time the industry has rolled up its sleeves and got after this kind of thing—and it's ready for it."



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★ Workshop: May 22-25, 1988

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programming form often cannot sustain anything above a 33 share, according to Welker, which makes it difficult to recoup the high production costs. She said programmers will need to schedule mini-series in other periods besides sweeps or risk further erosion.

"What [the three networks] are doing is further fragmenting the audience and hurting ourselves," she said.

Other steps the networks need to take to

insure the survival of mini-series, according to Welker, are to reduce license fee payments, put an end to lavish productions and explore creative financing methods with foreign distributors.

Of more immediate concern to the entertainment division is its performance this season. Stoddard confirmed he is considering moving *Growing Pains* to Friday to shore up that night's weak lineup. As for the move of *Dolly* from Sunday to Saturday nights, Stoddard said that despite reports of affiliate defections, clearances are running in the high 90's.

In the spring, ABC intends to test six to eight new short-order series, all candidates for the fall schedule, after the winter Olympics end Feb. 27. The number of series the network will try out nearly matches the number introduced last fall, he said. The new series include *Supercarrier* from Fries Entertainment; *Juarez*, a police drama from Columbia Pictures Television and at least one project from Aaron Spelling.

To stem third-quarter audience erosion, ABC has allotted for more original programming this summer. Admitting "it's not a big budget," Stoddard said: "There's no question that it's difficult, when we have those very low levels in the third quarter, to suddenly bounce up in the fourth quarter when the new season comes along." □

Christensen pitches must carry for PBS

At press tour in Los Angeles, PBS head talks of fight to overturn cable carriage decision; calls FCC 'stupid' for not lobbying for exemption for public TV

PBS President Bruce Christensen, commenting on a federal appeals court ruling in December to toss out the must-carry rules, last week accused the FCC of making "a stupid, dumb, asinine decision" by failing to lobby for an exemption for PBS stations. "It makes no sense to me at all for the FCC not to push in the courts—and every place else—for a must-carry rule for public broadcasting," Christensen told the nation's TV press in Los Angeles.

Christensen said PBS will now join in the appellate fight being waged by the Association of Independent Television Stations to overturn the must-carry decision. If the attempt to reinstate the must-carry rules in the courts fails, he said "we will continue to seek it through legislation."

Since the U.S. Court of Appeals in Wash-



L to r: Ted Harbert, VP-motion pictures and scheduling, ABC Entertainment, Welker, and Gary Pudney, VP-senior executive in charge of special and talent, ABC Entertainment.

NBC takes week 16

Week 16 (ended Jan. 10) went to NBC's 18.5 rating and 29 share. CBS closed out week 16 with a 14.1/22, and ABC did so with a 13.5/21. This puts NBC's total number of prime time wins at 15 weeks, 11 of them consecutively. (Last week, this column mistakenly listed NBC as

having won 15 consecutive weeks of the 1987-88 prime time season. The network lost week five to ABC, when that network took the week [aided by the World Series] with a 19.4/31, over NBC's 15.9/26 and CBS's 13.0/21.)

Nielsen		Net		Show		AGB	Nielsen		Net		Show		AGB
1.	32.8/47	N	Cosby Show	1.	33.3/46	37.	15.4/23	C	Simon and Simon	34.	16.5/23		
2.	28.1/41	N	Cheers	3.	28.4/40	38.	15.3/22	A	Spenser: For Hire	42.	14.1/20		
3.	28.0/41	N	Different World	2.	30.7/43	39.	15.1/22	A	Dolly	23.	17.7/26		
4.	25.5/39	N	Night Court	5.	26.1/37	40.	15.1/26	C	Falcon Crest	27.	17.0/28		
5.	23.9/34	A	Growing Pains	4.	26.2/37	41.	14.6/22	A	Disney Sunday Movie	40.	14.5/21		
6.	23.8/36	N	Golden Girls	6.	24.4/36	42.	14.6/22	N	Year in the Life	44.	13.9/21		
7.	23.8/35	N	NBC Monday Movie	9.	23.2/34	43.	14.4/21	N	Our House	39.	14.5/21		
8.	22.9/33	N	My Two Dads	14.	20.9/30	44.	14.3/23	A	Mr. Belvedere	47.	13.4/20		
9.	22.3/33	C	60 Minutes	8.	23.6/34	45.	13.9/24	A	Thirtysomething	52.	13.1/22		
10.	22.1/32	A	Who's the Boss?	7.	24.2/35	46.	13.7/20	A	ABC Monday Movie*	43.	14.0/21		
11.	22.1/32	N	Family Ties	12.	21.7/31	47.	13.4/19	C	Frank's Place	38.	14.7/21		
12.	21.6/36	N	L.A. Law	17.	19.9/32	48.	13.3/20	C	CBS Sunday Movie	51.	13.1/20		
13.	20.4/29	N	ALF	11.	22.0/31	49.	13.3/20	C	Houston Knights	45.	13.8/21		
14.	20.3/29	N	Matlock	13.	21.3/30	50.	13.2/22	A	Dynasty	60.	12.4/20		
15.	20.1/28	N	Valerie's Family	10.	22.8/32	51.	13.1/21	A	I Married Dora	57.	12.6/19		
16.	19.7/32	N	NBC Sunday Movie	21.	17.9/29	52.	12.9/19	C	Jake and the Fatman	56.	12.8/19		
17.	19.1/29	A	Moonlighting	15.	20.7/31	53.	12.7/20	A	Full House	58.	12.5/19		
18.	18.7/31	N	Bob Hope Special	18.	19.7/32	54.	12.5/18	C	Tour of Duty	62.	11.8/16		
19.	18.5/28	N	227	16.	20.1/30	55.	12.4/21	A	Buck James	55.	13.0/22		
20.	17.6/28	C	Dallas	19.	19.7/29	56.	12.1/19	A	Slap Maxwell Story	49.	13.3/20		
21.	17.4/26	N	Highway to Heaven	20.	19.3/28	57.	12.0/20	C	West 57th	48.	13.3/22		
22.	17.3/26	A	Perfect Strangers	28.	17.0/25	58.	11.7/19	A	Pursuit of Happiness	64.	11.2/17		
23.	17.3/25	A	Head of the Class	33.	16.6/24	59.	11.4/18	C	Equalizer	50.	13.1/21		
24.	17.2/24	C	Newhart	24.	16.6/25	60.	11.3/17	A	U.S. Figure Skating	54.	13.0/20		
25.	17.0/28	C	Knots Landing	25.	17.3/27	61.	11.3/18	N	Miami Vice	59.	12.5/19		
26.	16.5/25	N	Hunter	31.	16.8/25	62.	11.1/18	C	Wiseguy	61.	12.3/19		
27.	16.3/23	C	Kate and Allie	22.	17.8/25	63.	11.1/19	N	Crime Story	46.	13.8/24		
28.	16.2/28	A	20/20	35.	16.1/26	64.	10.7/15	C	Happy New Year, C. Brown	69.	9.4/13		
29.	16.2/28	C	Cagney and Lacey	36.	15.6/27	65.	10.6/18	A	Hotel	67.	10.2/17		
30.	16.2/27	N	St. Elsewhere	41.	14.5/24	66.	10.3/18	N	Private Eye	65.	10.9/18		
31.	16.1/25	N	Facts of Life	26.	17.3/26	67.	9.9/15	C	Oldest Rookie	66.	10.4/15		
32.	15.8/24	C	High Mountain Rangers	37.	15.0/23	68.	9.0/13	C	Cathy	71.	8.3/12		
33.	15.8/25	C	Beauty and the Beast	30.	16.9/25	69.	8.6/14	N	Rags to Riches	63.	11.6/17		
34.	15.8/23	C	Designing Women	32.	16.8/24	70.	8.5/12	A	Sledge Hammer!	68.	9.8/14		
35.	15.6/24	A	Hooperman	29.	16.9/25	71.	8.2/12	A	Charmings	70.	8.9/12		
36.	15.4/22	A	MacGyver	53.	13.1/18	72.	6.9/11	A	ABC Thursday Movie	72.	8.1/12		

Inc. to Morpheus Broadcasting Inc. for \$250,000. Seller is principally owned by Bob Roddy and Wayne Marcy, who have no other broadcast interests. Buyer is owned by Roger Morpheus, who has no other broadcast interests. Filed Dec. 19, 1987.

■ WSTI(FM) Quitman, GA (BALH871229HF; 105.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Star FM to WSTI Inc. for \$695,000. Seller is owned by R.C. Edmondson, who has no other broadcast interests. Buyer is owned by John M. Van Der Aa, Wedell Borink, and his wife, Carolyn, and Robert A. Cook and his wife, Coreen. It also owns WVCV(AM) Tallahassee, FL. Filed Dec. 29, 1987.

■ KTOZ(FM) Marshfield, MO (BALH871228HJ; 104.9 mhz; 2.4 kw; HAAT: 360 ft.)—Seeks assignment of license from Ladd Communications Inc. to H. Allan Thompson for \$165,000. Seller is owned by Larry D. Campbell. Buyer also has interest in KGBX(AM) Springfield, MO. Filed Dec. 28, 1987.

■ KNMZ(TV) Santa Fe, NM (ch. 2; ERP vis. 89.1 kw, aur. 8.91 kw; HAAT: 2000 ft.)—Seeks assignment of license from New Mexico Media Ltd. Holding Co. to Coronado Communications Co. for \$3 million. Seller is owned by Edwin A. Bowen, who has no other broadcast interests. Buyer is owned by James E. Rogers, his wife, Janet, Louis Wiener Jr., and Rolland Cleaver. It also owns KVBC-TV Las Vegas. Filed Dec. 24, 1987.

■ KMXQ(FM) Socorro, NM (BALH871223HH; 92.7 mhz; 3 kw; HAAT: minus 234 ft.)—Seeks assignment of license from Haynes Communications Corp. to H&HSB Corp. for \$50,000. Seller is owned by Carl Haynes, who has no other broadcast interests. Buyer is owned by Arthur Holt, his wife, Phyllis, Carl Haynes and Christine Berger. Holts own Bethlehem, PA-based group of four AM's and five FM's. Filed Dec. 23, 1987.

■ New TV Jacksonville, NC (ch. 35; ERP vis. 1140 kw, aur. 114 kw; HAAT: 870 ft.)—Seeks assignment of license from Jacksonville Broadcasting Co. to William Munden for \$37,500. Seller is owned by Sidney Popkin, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Dec. 19, 1987.

■ KTDZ-TV Portland, OR (ch. 24; ERP vis. 5000 kw, aur. 500 kw; HAAT: 1775 ft.)—Seeks assignment of license from Greater Portland Broadcasting Corp. to National Minority TV Inc. for \$520,000. Seller is Los Angeles-based group of three TV's principally owned by Michael R. Forman. Buyer is nonprofit, Santa Ana, CA-based group of 15 TV's headed by Paul F. Crouch, president. Filed Dec. 18, 1987.

■ WUNA(AM) Aguadilla, PR (BAL871228EC; 1340 kHz; 250 w-U)—Seeks assignment of license from Noroeste Broadcasting Corp. to Nos Inc. for \$226,000. Seller is headed by Israel Roldan Gonzalez. It has no other broadcast interests. Buyer is principally owned by David Ortiz Angler, who has no other broadcast interests. Filed Dec. 29, 1987.

■ WJSE(AM) Ceiba, PR and WJYT(AM) Quebradillas, PR (WJSE: BAP871223EC; 890 kHz; 1 kw-D; WJYT: BAL871223ED; 960 kHz; 500 w-U)—Seeks assignment of license from Jose J. Martinez & Assoc. to Radio Redentor Inc. for \$472,250. Seller is principally owned by Jose J. Martinez, who has no other broadcast interests. Buyer is nonprofit corporation headed by Castolino Ramos, president. It also owns WERR-FM Utuado, PR. Filed Dec. 23, 1987.

Actions

■ KAYR-AM-FM Apple Valley, CA (AM: BAL871026EA; 960 kHz; 5 kw-D; FM: BALH871026EB; 102.3 mhz; 1.3 kw; HAAT: 53 ft.)—Granted assignment of license from BHA Enterprises to Crown Broadcasting for \$1.7 million. Seller is principally owned by Dick Schofield, who has no other broadcast interests. Buyer is principally owned by Ron Strother, who recently purchased KLOV(FM) Loveland, CO ("Changing Hands," Oct. 26, 1987). Action Dec. 18, 1987.

■ KWIZ-AM-FM Santa Ana, CA (AM: BAL871112EA; 1480 kHz; 5 kw-U; FM: BALH871112EB; 96.7 mhz; 3 kw; HAAT: 115 ft.)—Granted assignment of license from KWIZ, Ltd. to Liberman Broadcasting Inc. for \$6.25 million. Seller is owned by Phillip C. Davis, principal in Davis-Weaver Broadcasting, San Jose, CA-based group of two AM's and two FM's. Buyer is owned by Jose Liberman, former owner of KNTQ(AM)-KLVE(FM) Los Angeles. Granted Dec. 22, 1987.

■ KRZN(AM)-KMJ(FM) Denver; KSMJ(AM)-KSF(FM) Sacramento, CA; KONO(AM)-KITV(FM) San Antonio and KBTS-FM Killean, both Texas (KRZN: 1150 kHz; 5 kw-D; 1 kw-N; KMJ: 100.3 mhz; HAAT: 100 kw; HAAT: 1,302 ft. KSMJ: 1380 kHz; 5 kw-U; KSF: 102.5 mhz; 50 kw; HAAT: 500 ft. KONO: 860 kHz; 5 kw-D; 1 kw-N; KITV: 92.9 mhz; 100 kw; HAAT: 500 ft. KBTS-FM: 93.3 mhz;

Summary of broadcasting as of Sept. 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,597
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

100 kw; HAAT: 1,948 ft.)—Granted assignment of license from Duffy Broadcasting to Genesis Broadcasting for \$74 million. Seller is Dallas-based group of four AM's and seven FM's principally owned by Robert Duffy. Buyer is principally owned by Booth American Co., four AM's and six FM's, principally owned by Ralph C. Booth. New company is headed by Marty Greenburg, former president and CEO of Duffy. Action Dec. 31, 1987.

■ WHOI(TV) Peoria, IL: KOSA-TV Odessa, TX: WTRF-TV Wheeling, WV, and WMTV(TV) Madison and WSAW-TV Wausau, both Wisconsin. (WHOI: ch. 19; 2,240 kw-V, 224 kw-A; HAAT: 636 ft.; KOSA-TV: ch. 7 with 316 kw-V, 39.8 kw-A; HAAT: 740 ft.; WTRF-TV: ch. 7 with 316 kw-V, 30.9 kw-A; HAAT: 960 ft.; WMTV: ch. 15 with 794 kw-V, 79.4 kw-A; HAAT: 1,160 ft.; WSAW-TV: ch. 7 with 316 kw-V, 63.2 kw-A; HAAT: 1,210 ft.)—Granted assignment of license from Forward Communications Corp. to Adams Communications Corp. for \$126.5 million. Action Dec. 23, 1987.

■ WDAO(AM) Dayton, OH (BAL871009EC; 1210 kHz; 1 kw-D)—Granted assignment of license from Stoner Broadcasting System of Ohio Inc. to Johnson Communications Inc. for \$725,000. Seller is Annapolis, MD-based group of six AM's and nine FM's principally owned by Tom Stoner. It had earlier announced sale of all its stations to ML Media Partners ("Changing Hands," Aug. 10), but that deal fell through. Buyer is owned by James W. Johnson Jr., station manager. Attorney for buyer and seller: Latham & Watkins. Action Dec. 18, 1987.

New Stations

AM

■ Camas, WA (BP871230AD)—Family Stations Inc. seeks 700 kHz; 25 kw-D, 1 kw-N. Address: 290 Hegenberger Rd., Oakland, CA 94621. Principal nonprofit station group headed by Harold Camping. Filed Dec. 30, 1987.

FM's

■ Darien, GA (BPH871228MJ)—Resort Communications seeks 107.7 mhz; 50 kw H&V; 149 m. Address: 12 Abbott Andrews Terrace, Brunswick, GA 31520. Principal is owned by Sandra L. Ulmer, who has no other broadcast interests. Filed Dec. 28, 1987.

■ Darien, GA (BPH871228MK)—MMC Partnership seeks 107.7 mhz; 50 kw H&V; 150 m. Address: 233 Georgia St., St. Simons Island, GA 31522. Principal is owned by Mary M. Carnes, William L. Taylor and W. Keith Weekly, who have no other broadcast interests. Filed Dec. 28, 1987.

■ Reidsville, GA (BPH871223MN)—Reidsville Broad-

casting Corp. seeks 104.1 mhz; 1.35 kw H&V; 142 m. Address: 114 Church St., Reidsville, GA 30453. Principal is owned by Robert E. Ritchie, who also owns WTNL(AM) Reidsville, GA. Filed Dec. 23, 1987.

■ Washington, MO (BPED880104MA)—Missouri River Christian Broadcasting, Inc. seeks 89.9 mhz; 1 kw H&V; m. Address: P.O. Box 87, Washington, MO 63090. Principal is nonprofit corporation headed by James C. Goggan. It has no other broadcast interests. Filed Jan. 4.

■ Bartlett, TN (BPH871228MM)—Greater Memphis Broadcast Partnership seeks 92.9 mhz; 3 kw H&V; 100 m. Address: 6957 Winding Lane, Memphis 38134. Principal is owned by Steven M. Nobkes, who has no other broadcast interests. Filed Dec. 28, 1987.

■ Manchester, TN (BPH871228ML)—Phase One Communications Inc. seeks 101.5 mhz; 3 kw H&V; 100 m. Address: P.O. 189, Manchester, TN 37355. Principal is owned by Roger H. Dotson and James B. Gilmore, who have no other broadcast interests. Filed Dec. 28, 1987.

TV

■ Burlington, VT (BPCT871224)—WCVQ Inc. seeks ch. 44; ERP vis. 1718 kw; 379 m. Address: P.O. Box 2110, Starksboro, VT 05487. Principal is owned by Christopher McClure. It has no other broadcast interests. Filed Dec. 24, 1987.

Facilities Changes

FM's

■ Carrollton, AL, WAQT, 94.1 mhz—8771211-Mod of CP (BPH850712JA) to change ERP: 99 kw (H); change HAAT: 307 m. H&V.

■ Merced, CA, KBCY, 106.3 mhz—871209-Mod of CP to change TL: 7.5 mi. (12.07 km.) N (15 degree E) of Merced, CA; 37 25 04N 120 26 30W.

■ Roseville, CA, KRXX, 93.5 mhz—871210-Application for CP to change FREQ: 93.7 MHz (Per Docket #86-473); change TL: 3500 Old Auburn Rd, 0.6 mi. W of Sierra College Blvd, Placer County, CA; change ERP: 25 kw H&V; change HAAT: 98.83 m. H&V; change to Class B1. 38 43 12N 121 14 09W.

■ Naples, FL, WRGI, 93.5 mhz—871214-Application for CP to make changes ERP: 2.2 kw H&V; change HAAT: 116 m. H&V.

■ Wrightsville, GA, WIML, 106.3 mhz—871214-Application for CP to change antenna supporting structure height.

■ Rupert, ID, KNAQ-FM, 92.1 mhz—871224-Mod of CP to change FREQ: 92.5 MHz (Chan. 223); change class of station; change TL: Conner Ridge, Cassia County, 8.7 km from Albion, ID on a bearing of N 15 E degrees; change ERP: 53.15 kw H&V; HAAT: 752.4 m. H&V and make changes in ant sys. 42 20 06N 113 36 16W.

■ Beaverton, MI, WMRX-FM, 97.7 mhz—871211-Mod of CP to relocate main studio outside community of license to co-locate with WMPX(A m.), Midland, MI.

■ Midland, MI, WKQZ, 93.5 mhz—871208-Mod of CP (BPH860326IF) to change FREQ: 93.3 mhz (Per Docket #86-517); change TL: 0.4 mi. W of Garfield Rd & 0.45 mi. N of Newman Rd, Mt. Forest, Bay Co, MI; change ERP: 39.2 kw H&V; change HAAT: 169 m. H&V; change to Class C2. 43 50 46N 84 05 32W.

■ Lincoln, NE, KHAT-FM, 106.3 mhz—871110-Application for CP to change TL: 4949 Yankee Hill Rd, 11.1 km SE of Lincoln, NE; change ERP: 2.375 kw H&V; change HAAT: 113 m. H&V 40 43 31N 96 39 04W.

■ Healdton, OK, KTYX, 105.5 mhz—871214-Application for CP to change FREQ: 105.7 MHz (Per Docket #87-44); change TL: Section Line Rd, 1.45 km N of Oswalt, 26 km SE of Healdton, Oswalt, OK; change ERP: 33 kw H&V; change HAAT: 182.9 m. H&V; change to class C2. 34 02 27N 97 20 00W.

■ Media, PA, WKSZ, 100.3 mhz—871224-Application for CP to change ERP: 9.2 kw H&V; change HAAT: 349 m. H&V and make changes in antenna supporting-structure height.

■ Parris Island, SC, WBHH, 92.1 mhz—871127-Application for CP to change TL: On St. Helena Island, 320 M SE of intersection of Land's End Rd and Hwy 195, Beaufort Co, SC; change ERP: 3 kw H&V; change HAAT: 100 m. H&V. 32 21 26N 80 35 27W.

■ Lamesa, TX, KUFO, 104.7 mhz—871214-Application for CP to change FREQ: 100.3 mhz.

■ Montpelier, VT, WNCS, 96.7 mhz—871224-Application for CP to change FREQ: to 104.7 MHz (Chan. 284); change TL: Ricker Mtn., Chittenden County, 7 mi. NW of Waterbury, VT; change ERP: 1.9 kw H&V; HAAT: 638 m.